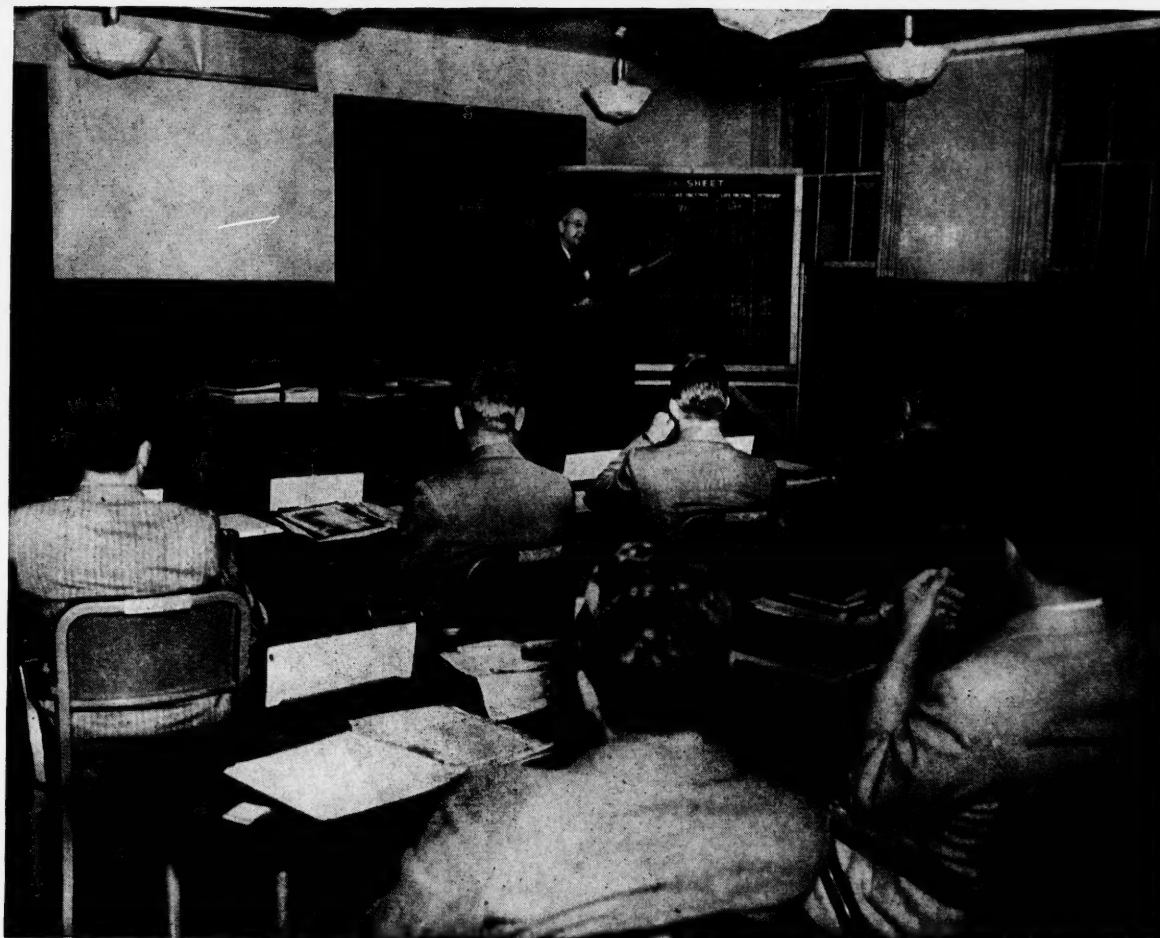


The NATIONAL UNDERWRITER

Life Insurance Edition



How to put knowledge to use

THE BEST life insurance sales procedures die on the vine unless they reach the man in the field. The important thing is to have practical facilities to pass along ideas, knowledge, and methods so that all men on the firing line have the opportunity to do top flight jobs. Connecticut Mutual's education and training program is geared to do just this.

Three formal study programs: Part I includes nine volumes of basic study for new agents; Part II is on programming and introduces business insurance; Part III covers taxes and business insurance and current problems in estate conservation and employee plans.

Career Schools for new agents are held several times a year in Hartford. They cover salesmanship,

sales procedures, unique and proved programming methods, prospecting and policyholder service.

Advanced Underwriting Forums are held periodically throughout the country to give Connecticut Mutual representatives the latest developments in business insurance and estate and pension planning.

Life Underwriter Training Council sponsors two-year courses in many cities. Connecticut Mutual provides scholarships covering a large part of the costs of these courses to build knowledge and skills.

American College of Life Underwriters, since its founding, has had wholehearted support by Connecticut Mutual. More than 100 Connecticut Mutual people are CLUs and many more have passed one or more of the five examinations.



The Connecticut Mutual
LIFE INSURANCE COMPANY · HARTFORD

FRIDAY, JUNE 22, 1956



LE ROY RADLOFF

At year-end LeRoy Radloff had completed 10 full years with the friendly Franklin. In his own words, another 10 years like the past will give him a high degree of financial independence.

Here is a record of his cash earnings since becoming a Franklinite:

| | |
|--------------------|----------|
| 1945 (9½ months) . | \$ 6,629 |
| 1946 | 14,778 |
| 1947 | 15,038 |
| 1948 | 14,732 |
| 1949 | 16,947 |
| 1950 | 17,740 |
| 1951 | 21,228 |
| 1952 | 23,987 |
| 1953 | 22,728 |
| 1954 | 27,397 |
| 1955 | 26,479 |

GENERAL AGENCY
OPPORTUNITY IN
BLOOMINGTON,
ILLINOIS

"Another 10 years with Franklin--and I'll be able to retire"

Wausau, Wisconsin
April 4, 1956

Mr. F. J. O'Brien, Vice President
Franklin Life Insurance Company
Springfield, Illinois

Dear O'Brien:

As I sit at my desk reminiscing on another inspirational trip to the Home Office, I again remind myself, as I have done so many times, how wonderful my career with the friendly Franklin has been. Having completed my tenth full year with our company, I feel qualified to be eternally grateful to President Becker and his associates for my present enviable position.

If the good Lord will permit me to continue my career with the Franklin for another 10 years, I will certainly be financially ready to retire at the ripe old age of 55, or shall we say, after only 20 years of service. I am basing my predictions on the past 10 years of income, and also on the substantial estate I have been able to accumulate thus far.

My home town Wausau, too, has been good to me. I, in turn, have acknowledged this by being an active member of my church, Chamber of Commerce, Kiwanis Club, Elks Club, Wausau Club, Taxpayer's League, Country Club, Lutheran Welfare Society, and Life Underwriters. In addition, I have served on the Y.M.C.A. and Community Chest drives for a number of years.

No one except my family or another Franklin agent can appreciate the true meaning and value of a Franklin Agency franchise. I could sum it up by using the expression of a well-known auto manufacturer... "Ask the man who owns one."

Cordially,

LeRoy Radloff

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans

Over Two Billion Dollars of Insurance in Force

Plan More Zip for A&S Agents' Assn.; Elect E. J. Coffey

Gifford Named Managing
Director at Miami Beach
Annual; Sales Tips Stressed

By WILLIAM B. BORDEL
Editor, A&S Review

MIAMI BEACH—A dynamic program of organization activity for the coming months was promised for International Assn. of A & H Underwriters at its annual convention in the Saxony hotel with an attendance well in excess of 300. Chief aims of the program will be at stabilizing membership and the budget, in keeping with expanding operations.

The new president is E. J. Coffey, Mutual of Omaha, Portland, Ore., who has been vice-president. He succeeds Clifford E. McDonald, International Fidelity, Dallas, now chairman of the board. Earle R. Bennett, Provident Life & Accident, Tampa, was reelected vice-president. Jay DeYoung, DeYoung & Associates, Oak Park, Ill., was elected vice-president and reelected control-



Jay DeYoung



J. E. Powell

er. Charles Ray, Associates Income Life, Indianapolis, and John T. Delaney, American General Life, Houston, were elected as new members of the executive board. A resolution was passed to increase the board from 18 to 21 members to include Canadian representation.

In accepting the presidency, Mr. Coffey urged and warned that a more serious-minded attitude must be taken regarding the association to assure its future success and service.

Bruce Gifford of the Chicago staff of Health Insurance Assn. of America and previously with the former H&A Underwriters Conference, was named as the new managing director of the International, succeeding William G. Coursey who is resigning after five years in that office to join Midland National Life.

St. Paul will be the 1957 convention city.

The speakers' program was filled with selling information from seasoned experts. An estimated 101 years of combined experience in the business was represented by the speakers who in their addresses shared ideas, inspiration, and information of procedures

(CONTINUED ON PAGE 16)

SEC Seeks Regulation of Variable Annuities

Calls Variable Annuity Life an Investment Firm as Defined
by U.S. Law; Injunction Suit Puts Spotlight on Hearing in
New Jersey Friday to Consider Bills Backed by Prudential

Securities & Exchange Commission has asked the federal district court at Washington for an injunction to halt the sale of variable annuity policies by Variable Annuity Life of Washington. The SEC contends that Variable Annuity Life is an investment company within the meaning of securities act of 1933 and the investment company act of 1940 and should have registered as an investment company.

Asked by a reporter if there were any significance in the timing of disclosure of the SEC's action three days before the New Jersey senate hearing on the variable annuity bills sought by Prudential, SEC Chairman Sinclair Armstrong indicated it was just coincidence that the lengthy studies that the SEC has been making of this complicated question should happen to culminate in an injunction action virtually on the eve of the hearing scheduled in Trenton Friday of this week.

Prudential executives have been too busy with preparations for the hearing to consider whether it would be strategically a wise move to take part in the SEC action against Variable Annuity Life by filing an amicus curiae brief. This will be taken up after the hearing.

But even if the courts hold that variable annuities, as Prudential plans to issue them, are subject to SEC

jurisdiction, "it would not alter our plan to go ahead," Prudential stated in answer to queries from newspapers. The company would comply with SEC requirements just as it now complies with all laws to which it is subject, even though it feels there is no justification for treating variable annuities as "securities" subject to SEC jurisdiction.

There will be a big turnout of witnesses at the New Jersey hearing Friday. Among the 20 or so expected to testify in favor of the bills, in addition to President Carrol M. Shanks and others from Prudential, are President Louis W. Dawson of Mutual of New York, President Ralph R. Lounsbury of Bankers National Life of New Jersey, members of New York Stock Exchange firms, leading pension consultants and insurance brokers, agents from companies other than Prudential, and experts in the fields of economics and the stock market.

Late News Bulletins . . .

Beneficial Standard Sells Union C&L Stock

Beneficial Standard Life has sold its controlling interest in Union Casualty & Life of Mount Vernon, N. Y. to Osterman & Hutner, New York Stock Exchange firm. Osterman & Hunter made the purchase for its own account, not as an intermediary. Herbert Hunter has been a member of Union C. & L. board since Beneficial Standard bought control last September. Union C. & L. had \$479,923,764 insurance in force Dec. 31, 1955, of which \$415,207,152 was group. Assets were \$5,002,545. Premium income was \$8,096,174. Surplus to policyholders was \$1,134,198.

Near Blows in Long-Martin Battle

Newspapers across the country on Wednesday carried stories of the latest development in the Gov. Earl Long-Wade Martin battle in Louisiana. The governor is backing a bill to separate the state and insurance posts, both now held by Mr. Martin, and in a house committee hearing on the measure the governor and his secretary of state-insurance commissioner almost came to blows. After a heated verbal exchange, the governor said Mr. Martin was "just proving you're not fit to be state insurance commissioner." Mr. Martin retorted, "And you've just displayed you shouldn't be governor." Mr. Martin was loudly applauded.

Kalmbach Heads ALC Nominating Committee

American Life Convention has named a five-man nominating committee to make nominations for president of ALC and for each of the places open for election on the executive committee at the ALC annual meeting to be held in October at the Edgewater Beach hotel.

Leland J. Kalmbach, president, Massachusetts Mutual Life, was named chairman. Other members are Horace W. Brower, president, Occidental Life of California; James A. McLain, president, Guardian Life; R. B. Richardson, president, Western Life, and T. A. Sick, president, Security Mutual Life.

The committee will meet during the summer to make one or more nominations for the office of president of the ALC and for each of four openings on the executive committee. If the nominee for president is a member of the executive committee, another nomination to that group may be required.

All nominations submitted by the committee may be supplemented from the floor at the time of the executive session of the annual meeting.

Alteration in FTC A&S Rules May Cost Insurers Millions

Rule 2 (B) Change Seen
Involving Costly Shifts
in Advertising Programs

By ROBERT B. MITCHELL

The official version of the Federal Trade Commission's trade practice rules for the A&S industry contains a change from the earlier text which if upheld will cost insurers several million dollars in junked advertising programs, according to some of the top experts in company ranks.

The change made by the FTC requires A&S insurers to include the complete schedule of benefits in their advertising material if they use such words as "up to" or "as high as" unless "full indemnification is provided in all cases up to such amounts for expenses actually incurred or income actually lost by a policyholder or there is full disclosure, in accordance with rule 5, of the schedule of payments for specified expenses or loss of income for which the policy provides, and there is also a disclosure, in accordance with Rule 3."

The earlier version merely said that it would be an unfair trade practice to use in advertising such words as "up to" or "as high as" unless "full indemnification is provided up to such amounts for expenses actually incurred or income actually lost by a policyholder or there is a disclosure, in accordance with the requirements of rules 3 and 5, that the amount payable will be pursuant to a schedule of payments for specified expenses or for loss of income, and a similar disclosure of such other exceptions, reductions or limitations as may be required by rule 3."

The Federal Trade Commission made the changes in the rules to make them consistent with its ruling in the American Hospital and Life case in which the FTC said the company must disclose all limitations in the policy. The company had advertised it would pay from \$3 to \$150 depending on the seriousness of the operation but the FTC held that this implied the company would pay \$150 for any operating whatever sufficiently serious to justify a surgeon's fee of that amount.

Queried by the NATIONAL UNDERWRITER, an FTC spokesman said it would be all right to use some such wording as "pays up to \$150 for gall-bladder operations, up to \$125 for appendectomies, up to \$50 for tonsillectomies, and for other operations according to the schedule in the policy." This alternative would still involve drastic changes in advertising material as compared with present practices, however.

Also it is obvious that citing a few operations and the maximum fees payable for them would run into trouble

(CONTINUED ON PAGE 13)

28 YEARS OF PROGRESS

Republic National Hits \$1 Billion Mark; Continues Rapid Pace

Republic National Life in less than 28 years has achieved the \$1 billion life insurance in force mark and is marking this successful business milestone with a triple celebration during June and July.

First, June is the birth month of President T. P. Beasley and all of the company's production for June is dedicated to him, part of which enabled the company to achieve its \$1 billion goal. Second, on Saturday, June 30, the company will be host to some 800 people including all home office associates and their families and friends at a party celebrating the \$1 billion achievement. In addition Republic National will hold open house July 2-3 for policyowners and friends at its expanded and completely remodeled home office building on North

Republic National Life has reached the \$1 billion in force mark and is marking the event with a triple celebration in June and July. Looking over reports of June business, which helped in the attainment of a goal, are left to right, Robert P. Hale, vice-president and director of ordinary agencies; President T. P. Beasley, and Clarence Skelton, senior vice-president in charge of reinsurance. June business is dedicated to President Beasley in honor of his birth month.



Central expressway in Dallas.

In less than five years since the building was originally constructed, the company has found it necessary to almost triple its original home office space to service the volume of business now being produced.

Republic National's history goes

back to 1928 when Mr. Beasley personally organized a little company at Joplin, Mo. Although formative years were during difficult economic times the company progressed, and during the years that followed Mr. Beasley was joined by new associates who were later to play an important part in Republic National's remarkable record of progress.

Mr. Beasley and his associates purchased Republic Life of Dallas and merged it with his own company in 1937 under the present name of Republic National Life. Since then the company has enjoyed very rapid growth.

In addition to a steady growth in the sale of life, A&S and group coverage, the company became actively engaged in reinsurance in 1947, and today is one of the leading reinsurers in the country.

During 1955 Republic National wrote more than \$333 million in new life business, a gain of \$222,279,532 in insurance in force, bringing the total of life insurance in force to \$916,290,534. At the beginning of 1956, the company announced its slogan, "A Billion or More by June or Before," and this goal was reached on schedule.

Republic National has 3 branch offices and operates in 31 states and in Hawaii. Further expansion is planned.

Mr. Beasley said it is his sincere belief that the company will reach its \$2 billion mark not later than Dec. 31, 1959.

Meanwhile, to announce the attainment of the \$1 billion goal to the industry and the public, the company is using some unique advertising methods. It is inserting a two-page full-color advertisement in several of the insurance trade papers. Also, the company is buying three-color full-page advertisements in both Dallas daily newspapers. To tell the story to the public, Republic National has selected *Fortune* magazine.

Critzer Heads New Roanoke Office for Occidental

Occidental Life of California has opened its first general agency at Roanoke, Va., and named Raymond D. Critzer general agent.



Raymond D. Critzer

Mr. Critzer entered the life business in 1949 with Guarantee Trust Life and two years later opened an office for that company at Roanoke. Later he was a manager for George Washington Life and most recently was with Lincoln National.

New Medical Expense Plan Is Unveiled at Pan-Am Convention

A new comprehensive medical expense coverage plan was announced at Pan-American Life's 3-day convention at New Orleans. The plan has been undergoing tests for a year and is now being offered to the public.

J. B. Donnally, vice-president in charge of group and pensions, explained that it is a major medical expense plan with a very low deductible. It may also be offered as a supplemental plan where a base plan is already in effect. Pan-American considers it to be the best of the many similar plans developed thus far in this highly competitive market.

Kenneth D. Hamer, vice-president and agency director, mentioned the women's market and the educational market as having the greatest degree of unrealized sales potential. He told why people in these markets need life insurance.

Mr. Hamer believes the favorable conditions prevailing in life insurance selling will become even more favorable. He stressed the need for having a good sales presentation for each particular market and the value of policy-



Crawford H. Ellis



Kenneth D. Hamer

holders, especially when the salesman remembers to keep in contact with them so they can help him.

Welcoming the gathering, which numbered more than 500, President Crawford H. Ellis reported that Pan-American now has more than \$840 million in force and more than \$179 in assets.

Executive vice-president Edward G. Simmons praised the huge production record of the field force since the previous convention.

There was a session on "field" tested sales ideas that work" with the following current members of the Million Dollar Round Table as panel members: W. C. Hester and Ralph Hester, Jackson, Miss.; Leon Schwartz, Miami; Vincent J. Quartararo, Beaumont, Tex.; and E. C. Zeigler, Florence, S. C.

Entertainment features included a "plantation breakfast," a barbecue, sightseeing, boat rides on the Mississippi, visits to the home office, and for the Dynamo Club, top producers' organization, a breakfast at the Southern Yacht Club.

The next convention will take place at Hollywood Beach hotel, Hollywood Beach, Fla., early in January, 1958.

Thompson to Nationwide Life

Dave M. Thompson, with the group actuarial division of Metropolitan Life since 1946, has joined Nationwide Life as associate group actuary. He is an associate of Society of Actuaries. Mr. Thompson's father, John S., is vice-chairman of Mutual Benefit Life and past president of Actuarial Society of America. His brother, John S. Jr., is an associate actuary with New York Life.



Would Like You to Know About Our . . .



LIFE

- Family Income up to \$50 monthly per \$1,000 base policy.
- Quadruple Protection provides level coverage equal to 4 times the base policy.
- Underwriting of Foreign Travel or Residence.



GROUP

- Originators of the unique SALES ROBOT, the self service group underwriting kit.
- Originators of Baby Group.
- Group Major Medical Expense Insurance.

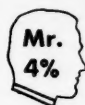


ACCIDENT & HEALTH

- Guaranteed Renewable A & H Contract.
- Lifetime Accident and Confining Illness first day coverage.
- Catastrophe Hospitalization up to \$5,000

Call your nearest United States Life General Agent for Details.

To fill "BIG NEEDS" for Life Insurance...



Introduces

The

\$25,000 SENIOR Special

A New Guaranteed Low Cost Whole Life Plan ...

The \$25,000 Senior Special gives a "quantity discount" to the man who buys a substantial amount of life insurance at one time.

Issued in amounts of \$25,000 to \$500,000, the Senior Special provides permanent insurance protection at the lowest cost. In fact, the insured gets up to 25% more protection than he would receive in similar type plans where the cost is not guaranteed.

Though a special plan, the \$25,000 Senior can be issued rated for occupational and physical impairments.

Again, Mr. 4% has taken a giant stride to fill the needs of insurance conscious America ... introducing the \$25,000 Senior Special.

Premium rates for the new plan, designed for the man with the "BIG NEED," are shown below.



ANNUAL RATE PER \$1,000

| Age 30 | Age 40 | Age 50 | Age 60 |
|-----------|-----------|-----------|-----------|
| \$15.75 | \$22.77 | \$34.40 | \$53.94 |

The family man and the business man is often the same person ... one who needs financial protection for both of his interests. The \$25,000 Senior Special is ideal for both business planning and estate planning. The guaranteed low cost of this plan makes possible future financial protection with no future cost uncertainties ... a sound program guaranteed for life.



*Mr. 4% represents Jefferson Standard. Jefferson Standard, now guaranteeing 2½% on policies currently issued, has never paid less than 4% on policy proceeds left on deposit to provide income. 4% is the highest rate of interest paid by any major life insurance company.

Insurance in force
Over \$1½ Billion

Jefferson Standard

LIFE INSURANCE COMPANY

Assets
Over \$440 Million

Home Office: Greensboro, N.C.

Parker Succeeds Bowles as Va. Commissioner

T. Nelson Parker, an attorney and a former mayor of Richmond, has been appointed by the Virginia corporation commission to succeed the late George Bowles as insurance commissioner. He will take office July 1.

Everette S. Francis will be his first deputy. Mr. Francis has been with the department for some time.

Mr. Parker is a 1923 graduate of the University of Virginia and has practiced law in Richmond for 33 years. In 1942 and 1943 he was state and regional attorney for the office of price administration, heading the OPA legal department in the southeastern states. For ten years he has represented Virginia Assn. of Insurance Agents as counsel, and also at times has represented insurance companies and Virginia Assn. of Life Underwriters. Mr. Francis has been with the department since graduating in 1938 from Virginia Polytechnic. The post pays \$10,450 a year.

Frederic M. Peirce Advanced by LIAMA

HARTFORD—Frederic M. Peirce has been elected an officer of LIAMA and named director of institutional relations. He will be responsible for liaison with other institutional groups in the business.

Mr. Peirce joined the LIAMA staff in 1947 and has been assistant to the managing director for 2½ years. He entered life insurance with John Hancock in Omaha, went to Capital Life of Denver in 1939 and advanced to assistant secretary-treasurer. At LIAMA he has taught at many management schools and directed several. He is the author of *Management Planning* and is the staff representative on the LIAMA agency officers round table and the public relations committee. He has spoken at many insurance meetings.



Frederic Peirce

Insurers Plan to Challenge W. Va. Tax

Fire and casualty insurers, stock and mutual, and life companies plan to tackle constitutionality of West Virginia's new corporation tax on out of state and domestic insurers. The tax, which becomes effective July 1, imposes payments ranging from \$250 to \$5,000 a year on insurer organizations, the amount depending on capital or unassigned surplus, whichever is greater.

The tax is in addition to the premium tax of 2%, a \$50 license fee, and the \$50 annual report fee. The auditor's office has mailed out some bills for the new tax but is understood to have held the checks because of the certainty that the new law would be challenged.

There is talk about a special session of the legislature and possible repeal of the tax.

Phoenix Mutual Sales in May Set New Record

Phoenix Mutual Life had its best month in May with sales of \$27,566,045, up 37.7%.

Companies Must Pay Too Much in Taxes, Anderson Charges

The federal income tax has increased to a point where the insurance companies are paying



O. Kelley Anderson

entirely too much, and if this problem is not solved, the results will be detrimental to policyholders' interests, President O. Kelley Anderson declared at the annual meeting of New England Life's Leaders Assn. in Sun Valley, Ida.

Actually, he said, the policyholders are the ones who pay too much in taxes because, as a practical matter, they do the paying while the company acts as a collection agent. Since the tax is indirect and the policyholder does not even realize he is paying it, various state and federal tax authorities believe they have found an easy and painless way to increase tax revenues.

Mr. Anderson noted that federal income and state premium taxes were \$3.71 for each \$100 of premium in 1955, compared with \$2.20 per \$100 a decade ago. Most of this increase resulted from the sharp rise in federal income taxes which were up more than 300%.

A highlight of the program was a special business session for wives conducted by Vice-president Lambert M. Huppeler and C. Earle Armstrong, director of agencies. They explained some theories of the business and problems connected with selling which need the wife's sympathetic understanding.

President Anderson conducted a panel of 10 leading agents who spoke on group. A film on group was shown. Other topics covered at the meeting included new selling methods, how to convert term, selling young doctors, how to use the bank loan plan, planning large and small estates and selling the \$5,000 corporate death benefit.

William L. Wallen, Chicago, who sold more than \$1 million last year, his first year, was named "rookie of the year." George P. Clark Jr., Charleston, S. C., and Gordon M. Christensen, Salt Lake City, were runners-up. Forty-two new members of the "Hall of Fame" received trays for selling more than \$1 million of life last year, bringing total membership to 111. A hundred agents were welcomed to Leaders Assn. for selling at least \$500,000 of life, bringing the membership to 440. Two dinners were held and awards were presented.

The association elected J. Welldon Currie, Jacksonville, president to succeed Harry Castleman, Louisville. Also elected were D. Miley Phipps, Cleveland, vice-president; George Graves, Washington, treasurer; Thomas Burke, Boston, secretary; Mr. Castleman, Robert McKean, Pittsburgh, and Charles Lytle, Buffalo, executive committeemen.

Chairman George W. Smith presented silver pitchers to James Miller, Chicago, Bertram O'Keefe, New York, and Howard Knaggs, Detroit, who attended the first association meeting in 1931 when Mr. Smith was president.

New England Portrait, a 28-minute color film of the New England states, was previewed. It will be used on TV this summer.

Do-It-Yourself Won't Work with Life Insurance

More and more leisure time and American ingenuity have combined to make "Do-It-Yourself" an industry of major proportions.

But it won't work with Life Insurance.

The advice and persuasion of a well-trained Agent are essential elements in our business so that Life Insurance, tailored to the individual, may perform its maximum services.



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE

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REPUBLIC NATIONAL LIFE IS
NOW



A BILLION DOLLAR COMPANY



MORE THAN \$1,000,000,000.00 LIFE INSURANCE
IN FORCE - JUNE 1956

REPUBLIC NATIONAL LIFE

TWO BILLION IN RECORD TIME!



*"It takes a great
team to do a
great job..."*

*and you can take it from me, we've
got such a team at Republic National"*



Theo P. Beasley, President



| | 1928 | 1938 | 1948 | 1955 |
|-------------------------|----------------|-----------------|------------------|------------------|
| LIFE INSURANCE IN FORCE | \$1,005,000.00 | \$30,101,508.00 | \$136,402,364.00 | \$916,290,534.00 |

Now More Than **\$1,000,000,000.00** IN FORCE

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ALC MEDICAL SECTION MEETS AT GREENBRIER

Doctors Ponder Everything from Peptic Ulcer to Compulsory Health Insurance

Discussion ranged from the persistent old peptic ulcer to the dangers of compulsory government health insurance this week at the annual meeting of American Life Convention medical section at the Greenbrier, White Sulphur Springs, W. Va.

Dr. Arthur E. Parks, Canada Life, was elected chairman of the section, succeeding Dr. Norman B. Cole, Baltimore Life, who presided at the successful three-day meeting. Dr. John E. Boland, Country Life, was elected vice-chairman, and Dr. J. R. B. Hutchinson, Acacia Mutual Life, was reelected secretary. Dr. Joseph Travnick Jr., Occidental Life of California, was named to the board of managers, and Dr. James H. Ready, General American Life, is new program chairman.



Dr. N. B. Cole

Dr. Parks joined Canada Life in 1946 after four years with the Canadian army medical corps where he attained the rank of lieutenant colonel. Between 1946 and 1951 he was assistant medical director and at the later date became medical director of Canada Life. A native of Toronto, Dr. Parks received his medical training at the University of Toronto where he also served as a demonstrator in medicine between 1939 and 1942.

Discussing compulsory health insurance, Dr. Ennion S. Williams, Life of Virginia, said a compulsory government health insurance program would endanger alike the future of the private practice of medicine and the insurance industry. Dr. Williams examined the problem of the relationship between insurers and providers of health service, which have, more often than not, found health insurance a battleground rather than one common interest.

He said every effort must continue to be made to achieve cooperation between insurers and providers of service. One way to accomplish this is to turn over to the medical department of insurance companies correspondence about complaints that involve the attending physician so they may be handled on a sound medical basis and so the practicing physician will get a reasonable explanation of whatever actions are necessary.

Dr. Williams expressed the opinion that some of the problems now confronting the A&S business will be eliminated by conversion to major medical or to comprehensive plans. The problem of small claims and high overhead costs will be eliminated, but the danger of increase in total costs once a deductible amount on blanket coverage has been passed is a very real one, he said.

Dr. Williams concluded that the success of the voluntary method will depend on the medical profession's self-discipline in controlling charges and the insurance industry's performance in designing and administering its product in a manner which appears reasonable to physicians, hospitals and

to the public.

Much has been written about peptic ulcer in the past 40 years, Dr. John C. Talbot of Pacific Mutual Life said, but except for the advances in surgical treatment, information is about the same as that available in text books of

25 years ago. Because of the enormous strides made in the treatment of acute illness, chronic illness, such as peptic ulcer, now represent the major problem of medicine. This kind of disease produces much sickness and pain but causes few deaths, yet its character has changed somewhat over the past 50 years.

Fifty years ago peptic ulcer was a rare disease, now it is common. Formerly it was most frequently found in the stomach, but now it is much more frequent in the duodenum. Formerly,

peptic ulcer was a disease of young women, now it affects many more men and occurs at all ages.

Dr. Talbot pointed out that what is needed in case of all chronic diseases is longitudinal studies continued over a period of at least several years, similar to the kind of study performed for tuberculosis.

Two Georgetown university medical professors, Dr. Edgar W. Davis and Dr. Bernard J. Walsh, pointed out the remarkable advances made in the last decade in correcting congenital

(CONTINUED ON PAGE 18)



Pittsburgh, key industrial city and expanding insurance market, is the location of Great-West's newest branch. The opening this spring of our 56th branch is in keeping with Company progress and development over the past decade. In that period 14 new branches were opened, total business in force tripled, and assets increased from \$245,000,000 to \$556,000,000.

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

NALU Will Feature Jumbo Group Plans at Agents' Forum

A forum on jumbo group insurance will be a top feature of the annual convention of National Assn. of Life Underwriters in Washington, D. C., Sept. 24-28.

Speakers on this controversial topic will be David B. Fluegelman, general agent of Connecticut Mutual in New York City, chairman of NALU's committee on group insurance and arch-critic of jumbo group, and Edwin C. McDonald, vice-president in charge of group of Metropolitan Life. Metropolitan has written a group case for General Motors that along with other high-limit cases, is under fire from Mr. Fluegelman and other advocates of limits on group. After their discussion, there will be questions from the audience.

The presentation will take place at the agents' forum meeting on the afternoon of Sept. 25 at the Statler

hotel. Moderator will be Eugene M. Thore, general counsel of Life Insurance Assn. of America. William H. Pryor, Connecticut Mutual, Wauwatosa, Wis., is chairman of the NALU agents committee which conducts the agents' forum.

Harold Cole Leaves GA Post, Joins Continental

NEW YORK—Harold Cole has resigned as general agent for State Mutual Life in Brooklyn to join the Life Associates agency of Continental Assurance at New York as a specialist in business insurance and tax economies. He will augment the services that life associates already provides in these specialized fields.

Mr. Cole joined State Mutual in 1949 to open a Brooklyn agency. It now ranks among the top third of State Mutual's agencies countrywide. He led the company for two years in group insurance production and was always among the group leaders.

Donald L. Zetmeyer, former San Fernando Valley (Cal.) agent for New York Life, has been named assistant brokerage manager of Occidental Life of California at North Hollywood.

Bankers of Neb. Agents Meet at Wyo. Resort

Some 560 Bankers Life of Nebraska agents and members of their families participated in a successful convention in stimulating Wyoming resort country at Jackson Lake lodge, Teton National park.

H. S. Wilson, president, addressed the convention and greeted the agents and their wives. Others from the home office who talked were G. B. Cook, executive vice-president, and C. Petrus Peterson, trustee. C. H. Heyl, vice-president and director of agencies, presided. Field force speakers included D. Paul Fansler, Fresno, Cal., and Jay S. MacDowell, Philadelphia. Also speaking were Hal L. Nutt, Purdue course director, and R. W. Osler, Rough Notes vice-president.

About 200 children of agents attended and had their own junior convention. They had a convention staff and enjoyed many separate activities.

Life of Louisiana, New Orleans, has acquired the Louisiana life and A&S business of Old Line Life of Dallas through a reinsurance agreement.

May Ordinary Sales of \$2,986,000,000 Set Mark for Month

Life sales in May totaled \$4,543,000,000, up 26%, and set a record for the month, while ordinary sales amounted to \$2,986,000,000, up 16%, and also established a new high for May, according to LIAMA.

Group sales in May were \$976 million, up 121%, and set a record for the month. Industrial sales of \$581 million were unchanged from a year ago.

Total life sales in the first five months were \$20,732,000,000, up 7%, to make a new record for that period. Year-to-date ordinary sales also set a new mark by amounting to \$13,954,000,000, up 14%.

New group sales were \$4,167,000,000, down 7%, due to additions of \$1,923,000,000, made in April of last year to the federal employees group. Without this, the May group total this year was up 63%. Industrial sales in the first five months were \$2,611,000,000, down 3%.

LIAMA's figures did not include credit life policies.

Name Williams V-P of Health Institute

James R. Williams, director of public relations of Health & Accident Underwriters Conference at Chicago for three years, has been named vice-president of Health Insurance Institute in New York City.

Mr. Williams entered the business in 1945 with a Chicago A&S company and two years later joined the conference as editor of publications. He was advanced to assistant director of public relations in 1949. He is vice-chairman of Health Insurance Council and has taken part in numerous A&S forums.

The newly-formed Health Insurance Institute is the public relations arm of Health Insurance Assn. of America, which was established last April by 243 life and casualty companies writing A&S. Institute of Life Insurance is making available its experience and facilities for development of a public relations program for the health insurance business.



J. R. Williams

Kieffer Elected to Helm of St. Louis Life Agents

William T. Kieffer, State Mutual Life general agent, was elected president of St. Louis Life Underwriters Assn., succeeding Elmer W. Pounds, Fidelity Mutual Life. Other officers are T. E. Flanagan, Sun Life of Canada, first vice-president, and John H. Leaver, Mutual Benefit Life general agent, second vice-president. The positions of treasurer, secretary, national committeeman and state committeeman are to be filled later by the board of directors which was named to full complement during the meeting.

Speaker at the election meeting was Robert E. Bray of the University of Missouri insurance department. National quality awards were presented to 132 members of the association.

Progress Report on Prudential's Decentralization No. 2



Prudential's CANADIAN HEAD OFFICE... part of our program to bring Prudential service closer to the people we serve—through decentralization. With headquarters in Toronto, Ontario, the Canadian Head Office, established in 1950, serves the area you see above. Other regional home offices are located in Chicago, Houston, Jacksonville, Los Angeles, Minneapolis, in addition to the Home Office in Newark.



The Prudential
INSURANCE COMPANY OF AMERICA

Shanks Tells Agents to Provide Coverages for Changing Times

Life agents must continue to supply the public with the types of protection needed to meet changing times and conditions, President Carrol M. Shanks of Prudential told a record crowd of 300 at a breakfast meeting of Newark Assn. of Life Underwriters. Mr. Shanks cited the recent growth of private A&S coverages as illustrative of how the industry is accepting its responsibilities.

A shortage of needed capital for development of the expanding economy is a key problem involving the nation's future, Mr. Shanks said. The population will increase by at least 25% by 1970. To supply the demands of the expanding economy, productivity will have to be augmented and the need for savings by the people will be greatly increased.

He lauded the agents who, although competitive, get together through their local associations to exchange ideas on solving problems in the best interest of the public.

The association presented Mr. Shanks an illuminated scroll for his "outstanding contribution to the life profession," particularly in connection with his chairmanship last year of Institute of Life Insurance.

Also honored was Mary C. McKeon, assistant manager of Prudential in Newark, retiring association president.

San Francisco Agents Protest Bank Loan Plan

Alarmed and aroused over the expansion of the bank loan plan in the Bay area, San Francisco Life Underwriters Assn. has adopted a protesting and disapproving resolution which it has sent to National association, American Society of CLU, San Francisco CLU chapter, Million Dollar Round Table executive committee, the California commission and to other insurance organizations.

The association said it was not only strenuously opposed to the sale of bank loan insurance but also to the technique of arousing interest in this type of insurance, unless it has been recommended by competent and qualified counsel.

The resolution said the bank loan method of buying insurance has incurred great criticism and in some cases has resulted in litigation and financial loss to policyowners. It also stated that the continued use of this procedure offers the direct possibility of unfavorable tax legislation which may not be in the best interests of policyholders, their beneficiaries, life agents and companies. In many cases, the resolution said, the purchaser has not had the benefit of independent tax and legal counsel before consummation of the transaction.

Southland Life Promotes 2 to Managerial Posts

Charles S. Chesterman and James R. Burch Jr., both formerly Southland Life home office field assistants, have been named manager and assistant manager at Seattle and Fort Worth respectively. Mr. Chesterman was with Prudential before joining Southland Life in 1954 at Oklahoma City. Mr. Burch was a newspaper man before joining the company in recent years.

R. I. Elects Hartle

Rhode Island Assn. of Life Underwriters has elected J. Harold Hartle, Prudential, Providence, president; Leonard T. Smith, Prudential, Cran-

ston, 1st vice-president; R. Kelly Sheridan, Acacia, Newport, 2nd vice-president, and Miss Barbara Cargill, Provident Mutual, Providence, secretary. The association will continue its \$100 scholarship to a student of insurance at University of Rhode Island.

Life of La. Names Merriott V-P

Life of Louisiana has appointed O. M. Merriott vice-president, agency director in charge of northern Louisiana. He joined the company last year after experience with Mutual of New York and Franklin Life.

U. S. C. of C. Warns On Impairing SS Fund

Proposals to pay disability benefits from the social security trust fund would mean diverting money intended for the care of the aged, according to a resolution adopted by the board of U.S. Chamber of Commerce and sent to all Senators.

The resolution also opposed a proposal to lower from 65 to 62 the age at which women could collect social security retirement benefits. Both pro-

posals are contained in amendments before the Senate.

The Chamber said that if disability benefits are paid from the trust fund, the inevitable rise in costs during a recession might easily wipe out the fund and destroy the social security program. The age reduction runs counter to trends in life expectancy, longer work life and retirement age provisions in private pensions and would have costly repercussions on public assistance, individual receipts and private pensions.

YCSSIYO!

No It Isn't Russian . . . nor Yugoslav . . . nor Czech. It stands for Minnesota Mutual's concept of how to succeed in the life insurance business . . . "You Can't Sell Sitting In Your Office!"

Here At Minnesota Mutual we haven't been sitting in our office! Minnesota Mutual agency people spend most of their time on the street, with the Field, demonstrating before prospects that Minnesota Mutual tools *really work!* Getting out ourselves and proving it is the final . . . *and vital . . .* step in our concept of successful life insurance selling.

We Believe . . . first . . . in thoroughly organized sales methods. *Second . . .* tested and proven presentations aimed at selling life insurance to fit specific needs. *Third . . .* dramatic, convincing visual aids that trigger every presentation. Our Success Bond Story, Mortgage Cancellation Plan and unique Business Insurance Proposal are typical examples. Originated by Minnesota Mutual and improved constantly over the years, they have no peers in the industry.

Career underwriters who sell for Minnesota Mutual Life haven't been sitting in their offices either! They've used these tools to give us 1½ billions of insurance in force. They're the men whose guiding light is the "Star of the North." They're the men who are building a successful career with . . .



The Agent-Minded
**MINNESOTA
MUTUAL
LIFE**

Insurance Company

VICTORY SQUARE—ST. PAUL, MINNESOTA

Our 75th Year

MAXIMUM TAKE HOME PAY

EVERY EXPERIENCED life insurance man knows that even more important than the amount of new business you put in the mill is the amount that comes back to you—issued and ready for you to deliver and win a commission.

That's what makes this statistic from Occidental's 1955 operations so significant:

Our Home Office underwriters issued policies on 97.5% of the completed applications presented to them in 1955! These ranged from one case involving \$3,000,000 down to \$1,000 policies.

To Occidental field men this kind of underwriting means minimum wasted effort and maximum take home pay. To our applicants, it's just one more proof of performance.

"A Star in the West..."



HOME OFFICE • Los Angeles
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

Aetna Holds Annual Regionnaires Meets

Aetna Life's Corps of Regionnaires, honorary organization for leading agents, started its annual round of regional meetings June 10-13 at Spring Lake, N. J. Other conventions are June 17-20 at Colorado Springs, Colo., July 1-4 at Murray Bay, Que., and July 8-11 at Mackinac Island, Mich.

At Spring Lake, Henry S. Beers made his first appearance at a Regionnaires meeting as president of the company. Robert B. Coolidge, vice-president, conducted the sessions. Agents, general agents and home office officials gave talks and took part in seminars on sales methods and topics of current interest. Special recognition was given to veterans of the Old Guard, agents who have been members of the corps each of the 27 years since it was established.

HIAA Names Niketh to Company Relations Post

Health Insurance Assn. of America has appointed Fred Niketh administrative assistant in the company relations division at Chicago.

Mr. Niketh has been home office sales manager of Continental Casualty where he was responsible for national sales of health and welfare plans. He previously was chief of the disability determination section of veterans administration. He is a member of the Indiana bar.

Guardian Life Opens Agency in Springfield

Guardian Life has opened an agency in Springfield, Mass., and appointed Charles G. Christie manager. He entered the business with Penn Mutual in 1952 and advanced to supervisor.



C. G. Christie

Central of Ohio Elects Shafer

Following a practice of promotion from within, Central Assurance of Ohio has elected John D. Shafer president. Mr. Shafer formerly represented the company at Dayton. He also has been with State Mutual Life at Dayton and was a manager there for Life of Virginia.

Elect Miss Gallagher Treasurer of Institute

Institute of Life Insurance has elected Miss Margaret E. Gallagher treasurer to succeed Douglas L. Dunbar who will continue to serve as secretary.

Miss Gallagher joined the institute as head of the accounting division in 1946 and was advanced to assistant treasurer in 1953.



M. E. Gallagher

Continental American Names GA in Baltimore

Continental American Life has appointed Donald E. Hannahs general agent in Baltimore. He will join L. Reynier Dukes, manager, and the agency will be called Dukes-Hannahs agency.

A second agency headed by Homer E. Turner, general agent, temporarily is located in the same office in the Merchants Trust building, but soon will move from the downtown location.

Mr. Hannahs has been with State Mutual Life for seven years where he advanced to assistant manager.

Humphreys Urges Curbs on Mass. Welfare Funds

Enactment of Massachusetts legislation to regulate employee health and welfare trust funds was urged by commissioner Humphreys at a hearing in Boston conducted by a special state legislative commission studying the issue.

He observed that there now are no regulations and asserted the need is evident to make sure the funds estimated to total \$2 billion in the state are available for injured and ill employees. The study group is headed by Sen. Conte of Pittsfield.

Great-West Names Supervisors at St. Louis, Cincinnati

Great-West Life has appointed two branch supervisors, Robert M. Stoneburner at Cincinnati and Ernest C. Gerhardt at St. Louis. In addition Joseph D. Fitzpatrick has been named group representative at Philadelphia. Mr. Gerhardt joined the company in 1953 and Mr. Stoneburner last year.

Deyette to Santa Barbara for Equitable of Iowa

B. A. Deyette, with the Santa Barbara (Cal.) agency of Equitable Life of Iowa, has been named general agent there. He has been agency assistant since 1955.

Occidental Names Onstad

Duane M. Onstad has been appointed manager of Occidental Life of California's new branch at Vancouver, B. C. Mr. Onstad has been in insurance for 10 years and for the past two years was provincial manager at Vancouver for Western Life Assurance.

Monumental Names Two Managers

Monumental Life has appointed James E. Ratliff and Thomas J. Pheney managers at Washington, D.C., and Lansing, Mich., respectively. Mr. Ratliff joined the company in 1948 and has been manager at Lansing. Mr. Pheney joined in 1939 and was staff manager in Detroit.

Bankers, Ia., Names 2 Group Men

Bankers Life of Iowa has appointed J. D. Guyon and Wilber A. Pestell Jr. group representatives at Houston and San Francisco respectively.



**MODERN
WOODMEN
OF AMERICA**

"Life Insurance since 1883"

Home Office — Rock Island, Illinois

"HERE'S HOW I SOLD MY MILLION"

You'd enjoy comparing notes with these Modern Woodmen Agents, each of whom sold over a million in 1955: R. S. Bacher, Elmwood, Illinois (his

second consecutive million-dollar year); Dean E. Kelly, Alpha, Illinois (scoring in his fourth year with Modern Woodmen—his second as a District Manager); Fran Ortman, Rock Island, Illinois (who also topped a million for the second time). These men are typical of our capable field force which together made 1955 our best year in a quarter of a century.

The same opportunity—the same continuous training—the same sales aids used so successfully by these men can be yours, too—as a Modern Woodmen Agent.

Philadelphia Honors Elliott at End of Record Sales Drive

Four hundred agents and employees of Philadelphia Life attended the annual president's birthday dinner-dance which culminated a record-breaking president's birthday month campaign, marked the company's 50th anniversary and honored President and Mrs. William Elliott.

The campaign, held the latter part of April and all May, resulted in the highest sales yet, brought May sales to more than \$9 million, 18% above the record set in last year's campaign, and caused insurance in force to pass the \$300 million mark.

President Elliott, lauding the campaign's top producers, said 32 agents sold more than \$100,000 apiece. President's Club volume leaders were C. William Bentz Jr., William B. Blum, Robert M. Brinley, James J. Durkin, R. G. Gohn, Charles F. Hais, Herman Hausman, Martin E. Kohn, George Segal, Allan M. Silverman, Robert F. Travis and George H. Werl.

Producers' Club prizes for paid applications leaders went to George E. Bain, Philip C. Campbell, Edward B. Carr, William H. Crea, Erwin Gaston, George W. Haines, Roger L. Helias, Allen J. Hicks, Frank H. McGovern, Alex Newstein, John F. Quigley, Harold J. Rich, Victor O. Smith and R. A. Wilson.

Leading general agents for volume were Edward T. Stephenson, Charles H. Smolens and Harry E. Thoms Jr. Leading regional directors were Alfred H. Johnson and Nevin A. J. Loose.

Prizes were awarded to the company's six Million Dollar Round Table members, and 26 members of the 25-Year Club were honored.

President Elliott commented on growth in the last 10 years and elaborated on strides which will be possible in the next 10.

General Agents Assn., Regional Directors Assn. and a representative of home office employees presented Mr. Elliott with checks to be deposited in the William Elliott Educational Foundation, which gives financial aid for educational purposes to any member of the official family.

Aetna Makes Auditor Changes

Franklin E. Provost, with Aetna Life companies for 38 years and auditor for the last five, has retired. Dudley R. Douglas, with the companies since 1927 and associate auditor since February, has been named auditor. William S. Rodgers, with the companies since 1942, has been appointed assistant auditor.

LIFE GROUP ACTUARY

There are openings for 7 Life Group Actuaries in various parts of the country. They require a fellow of the society with a minimum of 5 years in Group Actuarial work. Salary \$10,000 to \$15,000. Many will pay employment fee and moving expenses. Of course, all inquiries are confidential.

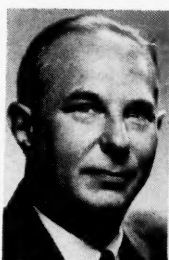
FERGASON PERSONNEL

330 S. Wells St. Chicago 6, Ill.
HARRISON 7-9040

Grayson Testifies:

Excessive Survivor Benefits No Way to Build Armed Forces

WASHINGTON—Contrary to the "fond hope in some quarters," the unnecessarily high level of gratuitous survivor benefits in H.R. 7089 will do little to keep the armed services from continuing to lose able men, said Louis J. Grayson, Travelers, Washington, D. C., in his testimony before the Senate finance committee.



Louis J. Grayson

Mr. Grayson, who is a trustee of National Assn. of Life Underwriters and chairman of its committee on affairs of veterans and servicemen, said that in at least three official inquiries "it has been made abundantly clear that the main things necessary in order to make a military career attractive are more pay and better housing."

Mr. Grayson said his own experience in dealing with thousands of military personnel in 24 years in the business had convinced him that though servicemen would naturally like to get increased survivor benefits, what they really would prefer is enough income to live comfortably and be able to make their own provisions for their dependents.

Mr. Grayson said that except for the needlessly high level of gratuitous survivor benefits, H.R. 7089 "is a most commendable piece of legislation."

DENY SEARS SUIT

All States Life of Tex. Not Allstate 'Confuser'

Federal Judge William H. Atwell at Dallas ruled in favor of All States Life of Dallas in a law suit filed by Sears, Roebuck & Co. seeking to enjoin All States Life from using that name because of possible confusion with Allstate, a Sears subsidiary writing casualty business.

Texas Board of Insurance Commissioners approved the name All States Life when the company was organized in Texas July 1, 1955, by B. F. Biggers to purchase other life companies and write direct business.

Sears previously protested the commission's approval of the All States Life name, but the protest was denied by the board. Judge Atwell's ruling emphasized that the plaintiff was not entitled to an injunction and that there has been no confusion between the two companies. He pointed out that the plaintiff insurer writes casualty business while All States Life writes strictly life coverage.

All States Life, with a capital and surplus in excess of \$4,200,000, writes life business throughout Texas.

North American Sales Record

North American Life of Chicago produced \$6,533,309 in new business during May, which exceeds the previous one month record set in November, 1955. The May figure also represents a 44% increase over May of last year. The extraordinary May record is attributed to increased efforts being made by the company's field force in qualifying for North American's golden anniversary jubilee to be held at the Edgewater Beach hotel, Chicago, in September, 1957.

Chicago Claim Assn. Elects Westphal

Howard C. Westphal of Continental Assurance has been elected president of Chicago Claim Assn. to succeed Edward A. Ruehrdanz of Retail Credit Co.

Other new officers are Ralph M. Martin of Independence L.&A., vice-president; Donald W. Cameron of Bankers L.&C., secretary, and Clyde D. Zimmerman of Continental Assurance, reelected treasurer.

Shepard Retires from Bankers National Life

Raymond D. Shepard has retired as financial vice-president of Bankers National Life but will continue as a director, executive committee member and as newly elected chairman of the investment committee.

Mr. Shepard joined the company as its first comptroller in 1929. He was named vice-president and comptroller in 1930 and vice-president and treasurer in 1931.

To: H. Carlyle Freeman
Vice President, Agency Development
Bankers National Life
Montclair, New Jersey

Dear Mr. Freeman:

Tell me more about Bankers National Life's General Agency opportunities, which include liberal commissions, bonuses, vesting, sales supervision, training assistance, Home Office national advertising support, and a complete line of competitive policies in Life, Accident and Sickness.

Also, please mail me your new, complete sales kit on that top competitor, The Champion.

Sincerely yours,

NO NEED TO WRITE THIS LETTER

Returned coupon will bring you our proven Agency Builder Plan.

Providing sound coverage at reasonable cost through competent representatives. Bankers National's consistent aim since its founding.

TEAR OUT AND MAIL TODAY FOR FULL DETAILS.

Bankers NATIONAL LIFE Insurance Company Montclair, N. J.

Just Fill in the Following and Send to H. Carlyle Freeman.

Name.....

Address.....

City.....State.....

EDITORIAL COMMENT

The Rise of Monthly Debit Ordinary

An interesting and significant development is occurring among the combination companies, those writing both ordinary and industrial. It is that most of them are writing noticeably more monthly debit ordinary business than they have in the past. Monthly debit ordinary has become much more of a factor with most industrial companies during recent years. Currently, monthly debit ordinary is showing a big increase. The trend is so pronounced that there are some who predict that during the next five years there is likely to be a decline in the amount of weekly premium business written by the combination companies as a result of the debit agent turning more and more to the writing of MDO.

This change in the habits of the average debit agent, most observers agree, is due to the prosperous condition of the country as a whole and the consequent fact that the industrial policyholder is in such an improved position financially. For some time the agent has been able to collect three or four weeks' premiums in advance without any trouble and having discovered this, the industrial writing companies have made a drive for monthly debit ordinary.

By concentrating on MDO the debit agent has the opportunity to see more people each month, to write larger policies, and yet he is able to retain the advantages of the debit or personal collection system. It is important to

note that the trend toward monthly rather than weekly collections does no damage to the debit plan of operation, but instead emphasizes the advantages of it. The agent is still able to operate in a concentrated way and can do more business than before without having to go outside his own debit to accomplish it.

The regular collection system remains the important feature of the combination company agent's operation. The change is that his policyholders and prospects have more money than ever before, they can be sold larger amounts more easily, but they still like to pay by the month for what they buy. There are the same people who are making monthly payments on automobiles, television sets, refrigerators, washing machines and other appliances and they like the convenience of the monthly payment system. It fits into their budget. With all such people it has become the custom to pay monthly rather than weekly.

So far as they have gone with the writing of MDO, companies report lower lapses than where weekly payments are made and larger policies. This adds up to more income for the debit agent, and yet as the figures are published from year to year some of the most successful combination companies will be showing reduced industrial or weekly payment writings but at the same time a larger total business.

Bankers of Iowa May Sales Up \$6.5 Million

Bankers Life of Iowa had new business of \$21,314,550 in May, a \$6½ million increase over the same month last year. Of this total \$13,262,369 was ordinary and \$8,052,181 group. For the first five months of this year new business totalled \$116,181,180, an increase of \$22½ million over the same period last year. At the end of May insurance in force reached a new high of \$2,539,201,792. Of this amount \$1,588,157,097 is ordinary and \$951,044,695 is group.

Wilson to Estate Post at Omaha for Bankers, Ia.

Addison W. Wilson, former agency manager for Bankers Life of Iowa at Omaha, has been appointed estate analysis manager for the Omaha agency territory. Mr. Wilson joined Bankers Life at Omaha in 1926 and was appointed manager in 1938. He became a CLU in 1930, the first Nebraska resident to receive the designation. He is a past president of Omaha Assn. of Life Underwriters.

Northwestern Mutual Meeting to Draw 1,000

More than 1,000 Northwestern Mutual Life agents will participate in the annual meeting of the company's association of agents at Milwaukee July 23-25. The entire convention will be devoted to analyzing life sales potentials and to presenting the latest and most effective selling techniques. There will be panel discussions and speeches by outstanding agents and company officers. Edmund Fitzgerald, Northwestern Mutual president, will make the opening address.

Groups representing the company's special, district and general agents associations will hold separate meetings during the three-day convention. There also will be a get-together for CLU agents and another for Million Dollar Round Table members. Harry Krueger, general agent, New York city, is president of the agents association.

Ala. Assn. Annual June 21-23

Alabama Assn. of Life Underwriters will hold its annual convention and leadership training school June 21-23 at Holiday Inn, Bessemer.

The program will include a Million

Dollar Round Table hour led by Wilmer Poyner, New York Life, Birmingham; a CLU hour led by E. C. Willis, Massachusetts Mutual, Birmingham; the annual past presidents' breakfast; presentation of awards; election of officers; reports from local associations and standing committees and a general business session.

William S. Hendley Jr., Mutual of New York, Columbia, S. C., a trustee of NALU, will speak at the June 22 luncheon and State Sen. Calvin of Decatur will address the fellowship luncheon.

PERSONALS

Charles G. Ashbrook, president of North American Life of Chicago, was awarded an alumni citation at the annual commencement of Denison university, Granville, O.

Commissioner Thurman of Kentucky is in Kentucky Baptist hospital at Louisville for a few days of rest and observation.

Powell B. McHaney, president, General American Life, has been named general chairman of the Blair-for-Governor Citizens committee of St. Louis and St. Louis county. The committee supports Missouri Lt. Gov. James T. Blair Jr., for governor.

J. E. Morrison, assistant general manager and actuary of Great-West Life, has been reelected a vice-president of Winnipeg Chamber of Commerce.

Horace W. Brower, president of Occidental Life of California, has been elected chairman of Los Angeles Better Business Bureau nominating committee.

LIAMA Board Cites Zimmerman for Service

LIAMA's directors have presented a testimonial to Charles J. Zimmerman, managing director since 1946, who will become president of Connecticut Mutual Life on July 1.

Signed by the 13 board members, the handsomely inscribed testimonial was given to Mr. Zimmerman at his final meeting with them. It was given to him "in grateful recognition of his truly outstanding achievements in the development of our association and in tribute to his many significant contributions to the advancement of the institution of life insurance...."

FTC to Hear A&S Complaints June 18, 21

Federal Trade Commission will hold hearings on complaints against Commercial Travelers Mutual Accident June 18 at Utica, N. Y., and against Educators Mutual June 21 at Washington, D.C. Both complaints charge false and misleading advertising of A&S policies.

American Mutual Life agents from throughout the U.S. and Hawaii attended a Production Clubs convention at Chicago.

DEATHS

JOHN P. LYNCH, 50, manager of Northwestern National Life at Omaha,



John P. Lynch

died suddenly. He was president of Nebraska Assn. of Life Underwriters and past president of Minnesota Assn. of Life Underwriters and before going to Omaha in 1949 was general agent at St. Paul for John Hancock.

He entered the business in 1932 with his brother, Lloyd J. Lynch, who then was Minnesota general agent for John Hancock.

HARRY D. EMMERT, 65, general agent for Northwestern Mutual Life at Tulsa from 1931 to 1950, died in Seattle where he had been an agent for the company in recent years. He started with the company in 1909.

ERNEST M. BARBER, 67, who retired in 1954 after 19 years as manager of Equitable Society in Memphis, died in a Memphis hospital. He remained with the agency as manager of the mortgage loan department. He entered the business in 1912 and joined Equitable two years later in Birmingham. He was named assistant manager in New Orleans in 1928 and manager at Jackson, Miss., in 1931.

WILLIAM J. SAMPERT, 62, Dallas, with Washington National for 31 years, died in a Dallas hospital after a two-month illness.

MRS. ROSEMARY KENT, 41, Indianapolis, died June 15 in a hospital at Elkhart, Ind., the fourth fatal victim of a two-car collision near Goshen, Ind., on Sunday, June 10, which immediately claimed the lives of her husband, DAMON H. KENT, Indiana manager for Kansas City Life, and a 14-year-old son, Robert E. Kent. Driver of the second car, an Indiana woman, also was killed. The only survivor of the tragic accident in the immediate Kent family is David, 4, who was injured but not seriously.

Mrs. Kent's death occurred the day after joint funeral services were held for her husband and son at Muncie, Ind. The Kents had lived at Muncie for a short time before moving to Indianapolis in 1940 when Mr. Kent became Indiana manager for Kansas City Life. The accident occurred as the Kents were driving from Indianapolis to Diamond Lake, near Cassopolis, Mich., to inspect a summer cottage they were thinking of buying.

SAMUEL G. PAYTON, 68, who retired three years ago after 40 years with Kentucky Central Life & Accident, died of a heart attack at his home in Middletown, Ky.

THE NATIONAL UNDERWRITER

Life Insurance Edition
EDITORIAL OFFICE:
29 John St., New York 28, N. Y.
Executive Editor: Robert H. Mitchell.
Assistant Editors: John B. Lawrence, Jr. and Eloise West.

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SAN FRANCISCO 4, CAL.—Flatiron Bldg., 644 Market St., Tel. Eastbrook 2-3954. A. J. Wheeler, Pacific Coast Manager.

National Fire's Board OKs Affiliation with Continental Casualty

National Fire of Hartford, which figured prominently in the life insurance news within the last year because Connecticut General Life projected purchase of the company was frustrated by New York's insurance laws, seems about to tie up with another insurer. Monday National's directors accepted a proposal of Continental Casualty offering National's stockholders 1½ shares of Continental Casualty stock for each share of National stock.

The proposed affiliation would create one of the largest insurance groups in the country, with almost half a billion in assets. Continental Casualty owns about 37½% of the stock of Continental Assurance and 51% of the stock of United States Life but has announced plans to dispose of a considerable part of its holdings in U.S. Life.

Columbus Mutual Elects Eight New Directors

At a special stockholders meeting of Columbus Mutual, eight new directors were elected to the board. They are Frank L. Barnes, Columbus Mutual's 1st vice-president, Charles F. Bruny, president of First National Bank of Jackson, Frank A. Burges, treasurer of Buckeye Union Casualty, W. Lyman Case, president of W. Lyman Case & Co., Columbus real estate brokers, Ben F. Hadley, Columbus Mutual's vice-president and superintendent of agents, I. Malcolm McCampbell, vice-president and actuary of the Ohio State Life, Donald C. Power, president of General Telephone Corp. of New York and partner in the Columbus law firm of Power, Griffith & Jones, and Jay Shaw, Sr., president of the Shaw-Barton company, remembrance advertising producers, of Coshocton, O.

Continuing members to the board are Donald J. Hoskins, vice-president and counsel, Barnitz G. Ball, vice-president and treasurer, Carl Mitchell, immediate past president, and Frederick E. Jones, president of both Columbus Mutual and Ohio State Life. Messrs. Barnes, Burgess, Jones and McCampbell are also directors of Ohio State Life.

Midwest General Agents of Mutual and United Benefit Elect Tarpenning President

William C. Tarpenning, general agent for Mutual Benefit H.&A. and United Benefit Life at Shenandoah, Ia., was elected president of the companies' Midwest General Agents' Assn. during the annual meeting at Lake of the Ozarks. Mr. Tarpenning succeeds W. C. Hayes of Rockford, Ill.

Other new officers include J. J. Wolsfeld of Mason City, Ia., vice-president, and R. D. Marcotte of Omaha, secretary-treasurer.

C. L. Gurney of Cincinnati, national president of the association, gave the principal address, congratulating the midwest agents for their part in making 1955 an outstanding year for the companies.

D. C. CLUs Elect Suter

District of Columbia CLU chapter has elected Charles F. Suter, Massachusetts Indemnity, president; Harry D. Seybert, John Hancock, vice-president; Wayne E. Dorman, Penn Mutual, secretary; William A. Spiker, New York Life, John D. Murphy, Acacia, and R. J. Richards, John Hancock, directors.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, June 19, 1956

| | Previous | Current |
|--------------------------|----------|-----------|
| Week's Bid | Bid | Asked |
| Aetna Life | 176 | 176 178 |
| Beneficial Standard | 29 | 30 31 |
| Cal.-Western States | 94 | 94 99 |
| Colonial Life | 104 | 103 108 |
| Columbian National | 86 | 86 89 |
| Commonwealth Life | 20 | 21¼ 22 |
| Connecticut General | 237 | 243 246 |
| Continental Assurance | 132 | 129 132 |
| Franklin Life | 82 | 83¼ 84¼ |
| Great Southern Life | 80 | 80 90 |
| Gulf Life | 29½ | 29½ 30 |
| Jefferson Standard | 114 | 117 119 |
| Kansas City Life | 1280 | 1280 1295 |
| Life & Casualty | 36½ | 36½ 37½ |
| Life Insurance Investors | 14 | 14¼ 14¾ |
| Lincoln National | 207 | 217 220 |
| Missouri | 21½ | 22 23 |
| National L. & A. | 87 | 87¼ 88¾ |
| North American, Ill. | 20½ | 22¼ 23¼ |
| N.W. National Life | 79 | 76 82 |
| Ohio State Life | 225 | 212 220 |
| Old Line Life | 58 | 58 60 |
| Southland Life | 100 | 108 115 |
| Southwestern Life | 100 | 111 114 |
| Travelers | 73 | 72½ 73½ |
| United, Ill. | 23 | 23¼ 24 |
| West Coast Life | 46 | 46 49 |
| Wisconsin National | 49 | 50 53 |

Changes in FTC Ad Rules May Cost Insurers Millions

(CONTINUED FROM PAGE 1)

if the FTC considered that the figures had been inflated for advertising purposes and were out of line with the fees for operations not mentioned in the advertising.

Nearly all advertisers use "up to," "as high as," or similar expressions. Insurers of course do not intend to provide "full indemnification . . . in all cases," which could force them to pay high fees for trivial operations, nor do they consider it practicable to include the complete schedule in advertisements. So since the FTC means that "up to" can't be used unless full indemnification in all cases is provided or unless the complete schedule is included in the advertising, the consensus among insurers is that the use of expressions like "up to" will have to be abandoned by insurers that want to comply with the FTC rules.

It is true, of course, that insurers cannot be penalized for violating the rules but only for violating the law. The rules are merely what the FTC considers the law to be. It might be that insurers could work out language that would permit use of "up to" or "as high as" that the FTC would agree effectively prevented readers from being misled. Or even if the FTC disagreed the insurers might get the courts to agree the language met the law's requirements.

The FTC is said to be expecting a storm of protest from insurers against having to include the complete schedule of benefits as a condition of being allowed expressions like "up to" and "as high as."

Atlantic Life Names Evans and Gilbert

Atlantic Life has appointed Clyde L. Evans and Ralph L. Gilbert Jr., general agents at Staunton, Va., and Shelby, N. C., respectively.

Mr. Evans entered the business six years ago with Nationwide Life in Staunton and was promoted to manager at Richmond last year.

Mr. Gilbert entered the business with Jefferson Standard Life in 1945 and was promoted to district manager at Bristol, Tenn. He joined Atlantic Life in 1954 and has been agency supervisor in charge of training and recruiting in North Carolina and Tennessee.

GOING PLACES

American United Life's representatives are "going places," because American United is a "growth" company: all its machinery is geared to making successful field underwriters.

Aggressive in its attitude, progressive in its thinking, American United keeps open the channels of communication between the field force and the Home Office. Competitive contracts, practical sales tools, and a complete line of merchandise make American United Life's men strong, resourceful and successful.

AMERICAN UNITED LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS * FLEXIBLE OPTIONS * LIFE INCOME * LOW NET COST SPECIAL * UNIQUE JUVENILE * GROUP INSURANCE * GROUP RETIREMENT * PENSION TRUSTS * MAJOR MEDICAL * NON-CAN DISABILITY * SPECIALISTS IN THE FIELDS OF SUBSTANDARD UNDERWRITING AND REINSURANCE.



Half a million dollars paid out every working day to policyholders, beneficiaries, and annuitants of the SUN LIFE ASSURANCE COMPANY OF CANADA

REINSURANCE

To capture your share of the A & H market, to underwrite it handily and with satisfactory end-results, right Reinsurance provides requisite scope, capacity, flexibility and security. Employers contracts carry these essential factors.

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3139 W. 6th

Climbing to New Heights!

NOW—WE ARE
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Greater Life Insurance Service
To the Public
Through a Strong and Rapidly
Expanding Agency Operation.
A fast growing,
progressive company.
A definite plan for advancement.
A new and modern contract.

Write: G. Frank Clement, Vice President in Charge of Agencies

Shenandoah Life
Insurance Company

Home Office • Roanoke, Virginia



A MUTUAL LIFE INSURANCE COMPANY OWNED BY AND OPERATED FOR ITS POLICYHOLDERS

Name Kessinger GA of Hancock at Portland

John Hancock has appointed Perl A. Kessinger general agent at Portland, Ore., effective June 30, to succeed William E. Brugman, who will retire on that date after 32 years' service.

Mr. Kessinger joined the company at Seattle in 1946 and was advanced to assistant district manager less than a year later. He was named a field assistant in the home office agency department last year.

Mr. Brugman, who will continue with the company as general agent emeritus, joined the company in Des Moines. He was named general agent in Omaha in 1931 and at Portland six years later.



P. A. Kessinger

United L.&A. Names Cone Agency Secretary

United Life & Accident has appointed Kenneth R. Cone agency secretary. He formerly was with Provident Life & Accident.

Gassinger Replaces King for Occidental at Baltimore

Howell A. King has retired as general agent for Occidental Life of California at Baltimore which has resulted in the replacement of that agency with a Baltimore branch of Occidental, managed by August G. Gassinger, who for the past nine years had been brokerage manager in the King agency.

Warren J. Rowe, who has been with the King agency for the past six years, most recently as supervisor, has been named general agent at Towson, Md., and Mr. King will continue his association with Occidental through the new Rowe agency.

Mr. Gassinger joined Occidental in 1947 after two years with Saffran Mutual Insurance Service of Baltimore and one year as Baltimore general agent for Merchants & Businessmens Mutual Fire.

To Conn. Mutual Board

William P. Gwinn, newly-elected president of United Aircraft Corp., has been elected to the board of Connecticut Mutual Life. He has been with Pratt & Whitney division of United Aircraft for 29 years.

Holmes Wins Renomination

Incomplete returns in the Montana primary indicate that Democratic incumbent, John J. Holmes, is the winner in his bid for renomination as state auditor and insurance commissioner on about a 4 to 1 margin. Mr. Holmes has been in office since 1932. The Republican candidate, Alex Cunningham, was nominated without opposition.

McMillon Resigns NALU Post

R. L. McMillon, Business Men's Assurance, Abilene, Tex., has resigned as chairman of the disability insurance committee of National Assn. of Life Underwriters because his company has appointed him manager at Abilene and because of numerous speaking engagements.



"Security is sure
with Pacific Mutual"

says Virginia Howes,
wife of John W.
Howes (W. W. Stewart
Agency, Los Angeles)

"As the mother of four,
our 'Pacific Mutual
Agents' Retirement and
Insurance Plan' unloads
a heap of worry from my
mind. As for John, he
likes the incentive in the
Plan—says there's a real
lift in seeing our security
backlog grow as he
climbs the Big Tree. And
of course that's OK with
me too!"

Virginia Howes accompanied her husband to the 1955 Pacific Mutual Big Tree Top Star Conference and National Convention.



**Pacific
Mutual**

LIFE INSURANCE COMPANY

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Guardian Names Kislak Agency in Jersey City

Guardian Life has appointed the J. I. Kislak Life Agency, Inc., general agent in Jersey City. Sheldon Ellowitch, vice-president of the agency, is in charge.



Sheldon Ellowitch

Mr. Ellowitch was with Prudential at Wilkes-Barre, Pa., from 1939 to 1940 and with Massachusetts Mutual from 1948 until this year. He is a CLU and Million Dollar Round Table member.

Bankers Nat'l Ordinary Sales up 40% in May

Bankers National Life ordinary sales in May were up 40% and sales including group were up 203%. Ordinary sales in the first five months were up 33% and combined ordinary and group sales were up 115%.

The increase in insurance in force in the first five months was 198%. Life in force totaled \$347,576,103 at the end of May.

To Pru Investment Post

Prudential has appointed Gordon S. Kerr general investment manager in the bond department.

Mr. Kerr, New Jersey state investment director since 1950, previously was in the investment department of Mutual of New York and was with two firms dealing in securities.

Aetna Names Anderson

Carl P. Anderson has been named associated general agent of the Edwards agency of Aetna Life in Chicago. He joined the company in 1939 and has been pension trust representative at the home office for the past four years.

Mutual of Omaha Assigns Hatch

Harold Hatch Jr. has been appointed group representative for Mutual Benefit H.A. and United Benefit Life at Columbus, O. Mr. Hatch, who joined Mutual of Omaha in 1953, was two years in the underwriting department before joining the group training program.

Equitable Opens Mortgage Offices

Equitable Society is opening offices at Ridgewood, N. J., Huntington, White

Plains and Hempstead, N. Y., to decentralize the processing of mortgage applications under the assured home ownership plan. This will provide more efficient service for home owners and agents. All mortgage applications from the counties served by the new offices previously were processed in the New York City office of M. W. Herrington, regional mortgage supervisor.

N. E. Life 5-Month Ordinary Sets Record

New England Life has had five record-breaking months which brought the total of ordinary sales at the end of May to \$302.5 million, up 33% and more than the total sold in any full year prior to 1951.

May sales were \$54 million, with 19 agencies writing more than \$1 million. Nine of them sold more than \$1.5 million and three sold more than \$2 million.

Four agencies have written over \$10 million in the first five months, the leader being the Byrnes agency in New York with \$16.4 million.

Conn. General Names 2

Connecticut General Life has appointed Allan R. Preble group manager in the Boston brokerage agency and Tom D. Armstrong group pension representative at Minneapolis.

Mr. Preble has been a special group representative at Detroit. Mr. Armstrong has been at the Chicago group pension office.

Mutual of New York and N.Y. Life Win Awards for National Ads

Mutual of New York and New York Life have received certificates of distinctive merit from New York Art Directors Club for their national advertisements. They were the only insurance advertisers among the award winners.

Eleven thousand entries from throughout the country competed, and 500 were selected for display at the annual exhibit of advertising and editorial art held in New York City in conjunction with the annual meeting of the national Art Directors Society and its New York unit. Art Directors Club medals were awarded to 45 winners and certificates of distinctive merit went to 86 advertisers.

N. Y. Life Promoters Helbig

New York Life has promoted Joseph J. Helbig from administrative assistant to manager of the selection and rating department. He was named supervisor of the department in 1946 and assistant to the superintendent in 1953.

Burton to Ark. for American Nat'l.

Louis R. Burton, formerly American National general agent at Topeka, is now Arkansas general agent for the company at Little Rock, replacing Paul Rammel, who retired.

Maryland Life Names Actuary

Maryland Life has appointed F. Wayne Armstrong actuary. He has been assistant actuary in the Maryland insurance department for three years and previously was in the actuarial departments of two companies.

Mutual, N. Y., Training Aide

Mutual of New York has appointed Frederick Oliver training assistant on the home office staff. He has been with Equitable Society in Newark.

Mutual Benefit GA in New Offices

Murrell Bros., California general agents for Mutual Benefit Life, have opened new San Francisco offices at 340 Market street. Herbert W. Humber, associate general agent, and William G. Tullar, agency supervisor, were hosts at an open house. The brothers, Weymouth L. and Thomas G. Murrell, were appointed general agents in 1942.

Mutual Benefit, United Benefit Name Four

Mutual Benefit H.A. and United Benefit Life have appointed Vincent Anderson general agent at Denver, J. J. Tracy to the home office sales division, and V. N. Jacobsen and Jack Taylor in charge of Montana.

Mr. Anderson has been with the company since 1937, and since 1951 has been general agent for Montana.

Mr. Tracy has been serving as temporary Colorado manager for a year.

Mr. Jacobsen has been with the companies for 10 years, most recently as assistant manager for Colorado, and Mr. Taylor, who started with the companies in 1946, most recently has been manager of the monthly merchandising division at the home office. The Montana field will be divided with Mr. Jacobsen at Billings handling the Eastern part of the state and Mr. Taylor in charge of the western part of the state at Great Falls.

Name Lillard at Reno

Security-Connecticut Life has appointed James C. Lillard manager in Nevada, with offices at 233 South Sierra street, Reno. He entered the business with California-Western States Life and, since last October, has represented Security of New Haven.

Conn. General Appoints Martin Claim Manager in Philadelphia

Connecticut General Life has appointed Warren N. Martin claim manager at Philadelphia to fill the vacancy

caused by the death of Charles I. Boutillier, who held the post for 17 years.

Mr. Martin joined the company in 1949 and has been a senior claim examiner at the home office.

Manhattan Life Names Wermuth at Rochester



F. A. Wermuth Jr.

Manhattan Life has appointed Fred A. Wermuth Jr. general agent at Rochester, N.Y., with offices at 737 Sibley Tower building.

Mr. Wermuth has been with Massachusetts Mutual Life in Rochester for three years. He previously was a high school teacher.

Equitable Names Assistant Counsel

Equitable Society has appointed William G. Fennell assistant counsel in the law department-investments. He has been in private practice in New York since 1933.

Travelers Medical Appointment

Travelers has appointed Dr. Allan B. Ainley Jr. Assistant medical director. Dr. Ainley, who has been medical examiner in New York City, has done four years of postgraduate study in internal medicine at Grasslands hospital, Valhalla, N. Y.

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Insurance Company Management Consultants

RICHMOND ATLANTA NEW YORK

MacLean Heads Neb. Actuaries

James F. MacLean, Bankers Life of Nebraska, was elected president of Nebraska Actuaries Club, succeeding F. E. Huston, Guarantee Mutual Life. Clyde W. James, Midwest Life, was elected secretary-treasurer.

D. C. Insurance Club Elects Primm

District of Columbia Life Insurance Club has elected Paul H. Primm, Mutual of New York, president; Thomas R. Buchanan, New York Life, vice-president, and George T. Black, Sun Life of Canada, secretary.

A&S Agents Plan Dynamic Program

(CONTINUED FROM PAGE 1)

with those attended the sessions.

In his annual report, President McDonald stated that he traveled nearly 40,000 miles in the U. S. and Canada during his year in office, which he termed a very eventful year of "tremendous growth, change and turmoil"—with state legislation, social security amendments, the administration's reinsurance bill, Federal Trade Commission, and formation of Health Insurance Assn. The Leading Producers Round Table, he reported, numbers over 250, and the "choose the plan" directory idea has been utilized by more associations than ever before.

A special breakfast was held for members of the Leading Producers Round Table, who were identified during the convention by special badges. Oakley Baskin, Mutual of Omaha, Buffalo, chairman of the LPRT committee, received suggestions at the breakfast that the feasibility be again considered of providing some form of identification to the public of the producer's LPRT achievement—such as a lapel button or a tie clasp.

In his annual report, Mr. Baskin cited the LPRT as a tangible reason for belonging to the association. Application forms have been prepared containing the new bylaws as to qualifications: \$10,000 or more but less than \$15,000 in annualized premiums merits the bronze certificate; \$15,000 or more but less than \$20,000, the silver certificate; \$20,000 or more, the gold certificate; the gold certificate for three years wins a life membership. Annualized group premiums may not be counted for more than one-third of the qualification.

In reporting upon Disability Insurance Training Council, E. H. Magnuson, Federal Life & Casualty, chairman of the education committee, pointed out the prestige value to members who qualify as DITC instructors in their home areas. John G. Gal-

loway, Provident Life & Accident, Birmingham, interim director of the council, said that training has been the weakest link in the business. He reported that in the past 15 classes were completed graduating 185 students representing more than 60 companies. Thirty locations have been selected for courses this fall.

William G. Coursey, in his final report as managing director, said there is a crying need for a closer contact between the International and the local associations. More services to the individual members are needed. He recommended adding staff members for that purpose.

"Security with freedom" was the keynote sounded by V. J. Skutt, president, Mutual of Omaha, in the first featured address. He said that more than 110 million people in the U. S. and Canada now carry some form of voluntary health insurance, which is a part of the economic system that has come to be the American way of life. "This is a tremendous job that we have, a tremendous responsibility to our fellow man."

It is unjustified, he said, to have criticism of insurance that pays more than any other form of insurance. There is so much more being paid and there are so many transactions, with so much room for misunderstanding, despite every effort to give good service. Claims run from one out of four to one out of eight policyholders a year. Considering the few complaints and the great volume of business, those in the industry can hold their heads high and be proud of the job being done, at the same time taking measures to see that the public is educated as to what is being done.

Providing voluntary insurance is not easy, he declared. He illustrated the difficulties because of the absence of tables for pre-determining with reasonable accuracy the number of people who will become disabled over a specified time by explaining that in 1930-34 the number of companies writing health insurance decreased so fast that although there were about 460 companies in 1930, there were only 400 in 1940. He felt that those who stayed through "those tough times" are entitled to the appreciation of not only the industry but also of the American people.

Mr. Skutt agreed with the attitude of Secretary Folsom of health, education, and welfare, in approaching, by means of a pool of companies, the problem of insuring those who are not ordinarily eligible. The mistake should not be made of terming charity as insurance; the most important obligation is to stay solvent.

Interior security—with freedom—is no more a one-man job than external security of the nation. He illustrated this by citing the great amount of coordinated effort—teamwork—that made possible the great weapon of exterior security, the hydrogen bomb and said this is also true in the task of providing interior security. The job must be done by a team—the primary underwriter, the company, and the state insurance department.

Without teamwork, Mr. Skutt said, the industry won't get anywhere in meeting the needs of the remaining millions of people who are yet to be insured. He cited the constructive, progressive and cooperative attitude of state insurance departments in giving

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

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PAN-AMERICAN LIFE INSURANCE COMPANY of New Orleans has an opening in the Home Office for an experienced Sales Promotion man to head an established department as Director.

Here's an opportunity for a man to step into a top position with a sound, fast growing mutual company that is rapidly approaching the Billion Dollar mark in Insurance In Force.

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New Orleans, Louisiana

WANTED**SALES AND MANAGEMENT TRAINER**

One of Massachusetts' finest, oldest and best established Life Insurance Companies offering a complete line of Life, Accident and Sickness and Group coverages needs a good Sales and Management Training man to help staff its Sales Department.

This is an excellent opportunity for a qualified man to show his ability, because at present no formal Sales or Management Training Plan exists—but plans for the future command them.

Salary will be no problem for the right man.

Qualifications: Age—under 45; married; college degree; obvious success background.

Replies will be kept confidential. Address Box M-90, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE LIFE UNDERWRITER

QUALIFICATIONS: Ages 27 to 40. At least 2 years experience in Ordinary underwriting.

COMPANY: A Midwest Company with close to a billion in force located in a city with half-million population. Opening created through our growth pattern. Employee benefits and retirement program will more than please you. Five day week.

IN APPLYING: Give pertinent facts in first letter as to age, education, experience, present underwriting limits, present salary and salary expected. All replies strictly confidential. (Our personnel have been advised of this ad.) Address Box N-10, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP ACCOUNT EXECUTIVE

Exceptional opportunity afforded by growth and expansion. If you have any experience as a Correspondent or Account Executive, write a brief résumé to:—

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Personal interviews to be arranged.

EXCELLENT OPPORTUNITY for Actuarial Assistant

One of the South's youngest, fastest growing and progressive insurance companies has an opening for an Assistant Actuary. A Young man about age 30, who has had some experience is preferred. This company is writing Ordinary, Industrial & Group Insurance. Please summarize experience and state expected salary in first letter. Interview will be arranged. Address your reply to: Box N-4, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

encouragement and supervision in a very wholesome and non-political fashion. As a result of this cooperation the system of state supervision has developed the strongest insurance system in the world.

Darrell Smith, vice-president, Colonial Life & Accident, who has been in the business 30 years, said that, fundamentally, A & S is the same today as yesterday and will be the same tomorrow and that in its fundamentalism lies its very strength.

He gave an interesting review of basic tried-and-true sales methods of the past, which are still effective. In one illustration he showed how A & S is an income guarantee as well as "financial standing" insurance that protects the credit standing of a disabled family man. He emphasized "basic" and suggested that producers get back to the basic concept of A & S.

Carl Lane, superintendent of agencies, General American Life, warned against "substandard selling methods" and declared that now is the time to train and retrain to strengthen selling skills, with the responsibility resting at four levels—companies, agency managers, agents themselves, and trade associations.

"I think the greatest tragedy in the business is the terrific turnover of man-power," said Reginald Snyder, vice-president, Old National, Houston, as he explained and demonstrated one of the great moving forces, which, if properly applied by the producers, can reduce that turnover. It is the possessing of a "magnificent obsession" about and trusting in that which he is doing—with the job, the company, the product. More sales have been made because of the love of the job and the enthusiasm for it than through knowledge, he said.

J. Edwin Larson, Florida commissioner since 1940 and a former president of National Assn. of Insurance Commissioners, was the featured luncheon speaker the first day. "This is a call to arms," he declared. He urged a joining of forces with all segments of the insurance industry in a united front to assert states rights which are endangered by the Federal Trade Commission opinion that it has jurisdiction over advertising in interstate commerce.

He reported that NAIC has cleared the way for federal court action on the FTC opinion. He reviewed the progressive activities of the state departments. He said that the states have been busily carrying out the mandates of the McCarran act.

The Florida department, he said, has enacted agency qualification laws with the assistance of the Florida association. It publishes question-and-answer books for agents seeking licenses. It is sponsoring the uniform provisions law effective Oct. 1. It plans to call a hearing with the industry before finally considering adoption of the NAIC advertising rules. He reviewed the phenomenal growth of the business in his state, from \$3.1 million in premiums in 1943 to almost \$61.2 million in 1954, an increase of almost 20 times.

S. L. Horman, vice-president, Time of Milwaukee, who, when an agent, wrote as many as 900 apps in one year, declared, "It is time we get back to basic issues," the writing of continuance of income, without frills. The challenge is to provide tailor-made plans to meet a variety of needs with full awareness that the buyer is king. "We have had the green light for some three decades, but it is not going to get any greener."

He favorably compared the position

of producers with other fields of endeavor from the standpoint of investment, overhead, training, assistance in the field, competition ("Compared with any other field, we don't know what it is"), professional status, and the future.

Looking ahead, Mr. Horman said that eventually coverages may get back to income protection and a single form of hospital-medical. A major medical approach will replace basic hospital plans, with a modest deductible and a reasonable amount of coinsurance. Thereby, protection will be provided from the top down instead of from the bottom up.

Howard E. Nevenon, general agent, Washington National, Los Angeles, and active in the association for many of the 20 years he has been in the business, shared some constructive thoughts with his audience—on formulas for successful creative selling that requires the use of meaty ideas.

He said that the important thing is not whether or not something is done, but that some system be followed with a frequency of exposure—as when the well-trained salesman has a well-organized presentation for a well-qualified prospect. "If I will do that 10 hours per week, I will have my formula for success—10 hours, face to face with the kind of people I can influence and I will never have to worry."

Most general agents and managers agree, he said, that there are only three causes for success: (1) an intense desire for it; (2) a fixed purpose; and (3) persistency and a relentless drive. He also cited the three causes of failure: (1) insufficient exposure; (2) insufficient prospects; (3) ineffective presentation.

"The things that matter much are the things that matter most" was the theme developed by E. E. Ballard, president, All American Life & Casualty, who discussed in an inspirational way the need, prospecting, the sales story, work, enthusiasm and faith, in the sale of income protection.

On need, he said, "If I am to sell my prospect on the value or need of income disability insurance, I must first sell myself" on the fact that surely income is one's most valuable asset. Prospecting is the No. 1 headache, despite all that has been said and written about it. He explained an endless chain method which he said is a "sure-fire system" if used correctly. It consists of a specially prepared sheet on which three names are requested with the explanation that one person in three will be interested; one in three will enroll later; and one will never start but will appreciate the advantages of the plan well enough to recommend it to his friends.

The great "new swing for A & S" and what it means to the producer were discussed by William B. Cornett, Prudential's director of sickness and accident sales and service, 35 years in the business, and a former president of the association (1939). He said the four fundamental attributes in a successful salesman are: Attitude, conviction, enthusiasm, sincerity; and a salesman who has them is generally ACES, which combines the first letter from each of the four words.

Along with these, the salesman must have a definite plan of operation, based on a good pre-approach letter and an easy opening remark, a carefully planned presentation illustrated by a good "need" story, and the enthusiasm to close when the prospect's apparent assent is present.

Robert R. Neal, managing director

of the new company organization in the business, Health Insurance Assn., outlined the functions and areas of operation of that association, which was formed last April. He also gave and insight into the Washington scene.

Edward H. O'Connor, managing director, Insurance Economics Society of America, and a former president of the association (1936), presented a thorough-going outline of legislation on the federal and state levels.

He strongly warned that this is an election year, and that an immediate step is "for all of us to become politically minded" and do something about the situation by applying tested sales methods to the important area of political influence. The insurance industry is still "expendable" and if the government's trend continues, it is bound to affect private insurance in all its branches.

Reporting on current matters, he said the social security amendments to provide total disability benefits beginning at age 50 and to reduce the female retirement age to 62, deleted by the Senate finance committee, were subject to possible restoration on the Senate floor. The Senate's compulsory non-occupational coverage for workers in the District of Columbia (excepting government workers), sponsored by the Department of Labor, was still in committee and no action was expected. The Massachusetts legislature was considering the proposal that its four compulsory insurance bills be referred to a study committee.

Next year there will be 45 legislatures in session. Mr. O'Connor urged that "now is the time to keep your ears to the ground, your eyes open" for movements in compulsory cash sickness insurance, and to report such information to the International association's office.

How to fill the shoes of a disabled person through income replacement was dramatically demonstrated visually and verbally by Russel H. Moore, district manager, Mutual Benefit Life, and insurance lecturer at Michigan State university, in his explanation of why economic death need not be a tragedy.

He based his presentation on the formula of "ability plus opportunity plus time equals fortune," and said that the time factor is so important because ability can be sold only on a time basis.

Addresses of personal inspiration were delivered by Rev. Richard Blanchard, Coral Gables, and the quarterback of Notre Dame's "four horsemen" days, Harry A. Stuhldreher, director of human relations for U. S. Steel.

Through the Florida association, of which James D. Lang, of Hall Brothers agency representing American Casualty in Orlando, is president, Convention Chairman Earle Bennett achieved his long-time desire to bring the convention to Florida for the first time in the association's 26-year history. Frank Gabor of Miami, state agent for Massachusetts Casualty, was co-chairman of the convention committee.

Fred H. Schippert, St. Petersburg, received the C. B. Pepper memorial award by the Florida association for meritorious service on a state-wide basis over the years and for local leadership.

Social events included a reception around the swimming pool of the Saxony hotel on the evening before the convention, two luncheons, the Leading Producers Round Table breakfast, the past president's breakfast, an inland waterway cruise, an impromptu



Pledges or contributions totaling \$7,315 have been made by 132 members of Hawaii Assn. of Life Underwriters in the drive for funds to build NALU's Life Underwriter Memorial building in Washington, D. C. Campaign leaders, left to right, are Douglas Takagi, Occidental Life of California, chairman of the drive in Hawaii; Mrs. Alice Mathewson, executive secretary of Hawaii association; Brown Watanabe, Manufacturers Life, president of Hawaii association, and Quan Lun Ching, associate manager of Prudential, NALU trustee.

night swim in the Saxony pool, and the annual banquet on the final evening when the new officers were introduced and the Harold R. Gordon memorial award was presented to the "man of the year" for 1956, James E. Powell, vice-president and director of Provident Life & Accident.

He is recognized industry-wide for his many constructive activities, past and present. He entered the business in 1922 as special agent for Southern Surety, Des Moines, and was made assistant manager in 1929. He went to Chattanooga in 1931 when Provident reinsured the business of Southern Surety. He became agency vice-president of Provident in 1937, was advanced to vice-president, accident department, in 1943, and was named a vice-president in 1948.

Mr. Powell helped form what is now the International association. He was elected president of the former H & A Underwriters Conference in 1939. He was president for two terms of the Insurance Economics Society, and is now an executive committee member. He is active in committee work in other insurance organizations, and is a member of the advisory committee on A & S of the U. S. Chamber of Commerce. Last year he was named to a committee to guide the Life Underwriter Training Council in preparing the LUTC's A & S training course.

The award is presented to the nominee who has rendered service to the industry during the year or for sustained and meritorious services over a long time. The award has been presented annually since 1949 by the Chicago A & H Assn. This year the International took over the selection function at the request of the Chicago association, but the award was presented by the Chicago group which in 1948 adopted a permanent memorial resolution.

Others who received the award in past years are E. H. O'Connor, V. J. Skutt, William E. Leiby, Massachusetts Indemnity, Los Angeles; the late Bert Hedges, E. H. Mueller, Provident Life & Accident, Milwaukee; Mr. Galloway, and Edwin J. Faulkner, president, Woodmen Accident & Life.

The new managing director started with the conference in 1952 after serving in an editorial capacity with the newspaper and radio station at Waukegan, Ill. Earlier Mr. Gifford was on foreign assignments for the army and State Department, doing public relations work. Through his conference activities he has gained a wide acquaintance among agents and company men as well as physicians and hospital administrators.

125 at South Carolina Life Agents Convention

Some 125 persons attended the annual convention of South Carolina Life Underwriters Assn. at Charleston. Noted guests and speakers included William F. Hendley, Mutual Life of New York, Columbia, S. C., NALU trustee; William H. Andrews, Jefferson Standard Life, Greensboro, N. C., former NALU president and now vice-president of American Society of CLU; Ann Bickerton, director of field services, NALU; H. Fritz Hollins, South Carolina lieutenant governor, and South Carolina commissioner Lee Kelly.

New officers of the association are Dan Turbeville, Sumter, president; James Anders, Greenwood, vice-president. Sectional vice-presidents are Stanley R. Walker, Equitable Society, Columbia; Connie Odom, Anderson; H. D. Haigler, Life of Virginia, Florence; M. B. Threatt, Penn Mutual Life, Lancaster, and Ralph Martin, Charleston.

South Carolina CLU chapter held a breakfast in conjunction with the convention and elected officers. They are Joseph E. Jenkins, Equitable Society, Charleston, president; Mr. Walker, vice-president, and Carlton J. Poulnot, New York Life, Charleston, secretary-treasurer.

American United Names Silverberg Chicago Manager

Ramon J. Silverberg has been appointed manager for a new Chicago office of American United Life at 2534 West Peterson avenue. Mr. Silverberg, a lawyer, practiced law in Chicago for 10 years before entering insurance nine years ago. He was with Home Life all that time, most recently as assistant manager.

ALC Medical Section Holds Annual Meeting

(CONTINUED FROM PAGE 7) diseases by surgery. There are at least 12 types of congenital cardiovascular disease which are now possible to correct or cure by surgery, the doctors reported. Collection of data is now going on with a view to considering the insurability of those who have had heart surgery and to establishing criteria for determining cure or the degree of improvement following surgery. Dr. Walsh said that most patients operated on for patent ductus arteriosus, the most common heart defect, are cured. In addition, many with coarctation of the aorta can be cured by surgery.

The work of Dr. Walsh and Dr. Davis is expected to be of much greater interest to life medical men as more case histories are completed.

Dr. George F. Lull, secretary and

Publish New Handbook for West Virginia

A new, up-to-date underwriters' hand-book for West Virginia has been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout the state. Copies of the new West Virginia hand-book may be obtained from the National Underwriter Co., 420 East Fourth street, Cincinnati 2, Ohio. The price is \$12.

general manager of American Medical Assn., said the day is past when the practicing physician can satisfy himself with just being a good doctor. Now he needs to know about such things as health insurance, public health, and legislation at all levels. These elements and many more influence medicine not only as a science, but as an art, he said.

Dr. Philip A. Tumulty, associate professor of medicine at Johns Hopkins, discussed a "jawbreaker" called systemic lupus erythematosus, a chronic, non-tubercular disease of the skin. He said medical science now regards systemic lupus as one of the more common diseases, and that where it is still regarded as rare, it is not being recognized clinically. He said the disease is not the acute, explosive, short-lived story it was once believed to be, but is often a process which may affect an individual over 5, 10, 20 years or longer. In addition, because it may affect any of the organ systems, it imitates and is mistaken for a great variety of common diseases, such as rheumatoid arthritis. Dr. Tumulty concluded that the insurance physician needs to learn more about the clinical course of the disease so that he can gauge properly the insurability of risks. He should be able to recognize when the disease is curable, as it is in many cases; to recognize when the individual is undergoing a transient remission of the condition; and finally, most important of all, to recognize the disease when it is masquerading as some commonplace and relatively benign disease.

American Mutual Sales Up, in Force at New High

American Mutual Life had a 23% increase in new business in the first five months of 1956 over the same period last year, pushing insurance in force to a new high of \$233,334,298. At the recent annual meeting of the company, Dr. E. B. Mountain was elected to his 16th term as president of the company. Dr. Mountain also is medical director.

MacCallum Is New Chicago GA for Washington National

Robert M. MacCallum has been appointed general agent for Chicago and vicinity for Washington National. He has been in insurance sales and management for the past 8½ years with Prudential at Chicago, most recently as division manager in the Loventhal agency. He is a CLU and past secretary-treasurer of Chicago Supervisors Club.

Hancock Cuts Rates on Preferred Risk Plans

John Hancock has reduced the premium rates on its ordinary preferred risk whole life and term policies, including employee policies, effective July 1, and has established new dividend scales for policies issued at the new rates. The revisions are designed to bring about a general lowering of net costs on such policies. The preferred risk whole life policy is written on preferred lives with a minimum sum insured of \$7,500.

Central Mich. Agents Elect

Fred Coldwell, New York Life, has been elected president of Central Michigan A&H Underwriters Assn., succeeding Francis Barnhart of the same company. John Doherty, Retail Credit, is vice-president, and Mrs. June Thomas, Inter-Ocean, is secretary-treasurer.

Getting People to Save Is Vital Aid to Economic Expansion, Says Holgar Johnson

PORTLAND, ORE.—So much more capital is needed for economic expansion that "we must encourage the people to save more and to increase the amount and proportion of their incomes that they are putting into life insurance and other savings that go into productive investment," said Holgar Johnson, president of Institute of Life Insurance, at the 50th anniversary convention of Standard of Oregon.

"We should assume the leadership in this program," said Mr. Johnson, "for by so doing we shall be rendering the American people a double service: increasing their insurance protection and their 'nest egg' and making more new capital funds available for economic growth."

Personal savings, he said, with all their growth in recent years, together with funds from non-bank sources, have consistently fallen short of meeting the demand for credit and investment funds. Commercial bank credit has had to be expanded to make up the difference—a "most disturbing development" in view of the concern over inflationary forces underlying the economy, said Mr. Johnson.

Barring war or an unexpected change in basic conditions, Mr. Johnson looks for steadily growing demands for capital and investment funds in the years ahead, reaching a level of around \$60 billion a year by 1965, up one-third over 1955.

Ohio State Life Lists Leading Agency, Agents

The Columbus, (O.) agency of Ohio State Life was the leading production agency for May, the third consecutive month it held that position. It is also the leading production agency for year to date.

Lewis L. Lemley, Columbus, was top company producer for May among junior agents and Charles Spatafore, Pittsburgh, was leading personal producer. Mr. Lemley is also top personal producer for year to date. J. C. McFarland, Cincinnati general agent, is the company's leading personal producer in premiums paid for May and for year to date.

W. De Vaux McLean, Youngstown, is leading personal producer in lives written for the year to date.

Philadelphia Appoints Bentz to Regional Post

Philadelphia Life has appointed C. William Bentz Jr. regional director with offices in Wayne, Pa.

Mr. Bentz entered the business in 1945 and was named general agent of Franklin Life in Philadelphia in 1950. He joined Philadelphia Life recently.

Revision of Hiller's Monthly Budget Guide Published

Hiller's Monthly Budget Guide—Revised Edition, developed by Walter N. Hiller, CLU, million dollar producer for Penn Mutual Life at Chicago, and used successfully by him for years in his solicitations—has been published by The Diamond Life Bulletins. It shows the cost of each major item in the budget of average families of four with various amounts of income and helps a prospect determine how much his family will need after his death. Size 2"x6½". Made of durable vinylite plastic. Price: \$2 each, less for quantity orders. Copies may be ordered from The National Underwriter Co., 420 East Fourth street, Cincinnati 2, Ohio.

National, Vt. Ups Age Limit for Substandard

National Life of Vermont will write life and endowments on impaired lives between ages 66 and 70 inclusive, age 65 having been the limit for substandard.

A normal limit of \$25,000 has been set for all ratings in this bracket, but additional coverage may be available through reinsurance. The liberalization was made to provide more complete coverage.

Minneapolis Life Agents Pick Eliason of Crown Life

E. B. Eliason Jr., Crown Life, was elected president of Minneapolis Life Underwriters Assn., succeeding G. Benet Serill, American Mutual Life. Others elected at Helen S. Millett, Penn Mutual Life, and John Baldwin, treasurer. Vice-presidents are Lynn M. Elling, Lincoln National Life; Carl V. Hallbeck, National Life; Henry N. Ulrich, Phoenix Mutual Life, and James A. Robb Jr., United Benefit Life.

State Mutual Offers Reducing Term Policy

State Mutual Life introduced a new reducing term policy for periods of 10, 15, 20 and 25 years with a minimum initial amount of \$7,500 and no maximum limit.

The policy will be issued for ages 20 through 55 under the 10-year plan; ages 20 through 50 under the 15-year plan; ages 20 through 45 under the 20-year plan, and ages 20 through 40 under the 25-year plan. It is participating but non-renewable and may be issued on a non-medical basis subject to regular underwriting rules applicable to non-medical term policies. It may also be issued to women of independent means or employed outside the home.

Without evidence of insurability, 100% of the amount of the death benefit may be converted to annual premium life or endowment during the first five policy years and, afterward, 75% may be converted up to five years prior to expiration of the policy. One purpose of the plan is to cover home mortgages.

Voss of Union Mutual Heads Boston GA Group

J. M. Voss, Union Mutual Life general agent, was elected president of Boston General Agents and Life Managers Assn. at an annual outing and meeting at Marblehead Neck, Mass. Other officers elected are Henry M. Faser, Penn Mutual Life, vice-president; Howard J. Staggs III, Connecticut General Life, secretary, and Thomas C. Walsh Jr., Prudential, treasurer.

Detroit Life Managers Elect Gepford President

Detroit Life Agency Management Assn. elected Louis P. Gepford, New York Life, president; E. H. Meyers Jr., Fidelity Mutual Life, vice-president; George J. Hergenroether, Confederation Life, secretary, and Clifford L. Lundgren, Equitable Society, treasurer.

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proach to selling that can lead to increasing sales volume.

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